

Frequently Asked Questions

1. What is the Precious Drugs & Scary Bugs campaign?

The Hektoen Institute of Medicine has re-initiated the **Precious Drugs & Scary Bugs** campaign to promote judicious antibiotic use across the state. The campaign is funded through a grant agreement with The Illinois Department of Public Health's (IDPH) Division of Patient Safety and Quality. The campaign aims to increase healthcare provider knowledge related to appropriate prescribing and provide resources to support healthcare providers in improving antibiotic prescribing and share best practices with stakeholders.

2. Why is a campaign needed to reduce antibiotic usage?

Antibiotics are often overused or misused across the healthcare spectrum. Anytime antibiotics are used, they can contribute to antibiotic resistance. Antibiotic resistance jeopardizes advancements in modern health care that we have come to rely on, such as joint replacements, organ transplants, and cancer therapy. These procedures have a significant risk of infection, and patients won't be able to receive them if effective antibiotics are not available.¹ The White House, CDC, and other groups have identified antibiotic resistance as an urgent threat to patient safety and public health requiring immediate and concerted action. Improving the use of antibiotics is one of the key strategies in fighting antibiotic resistance.

3. What types of facilities are being targeted for the campaign?

The **Precious Drugs & Scary Bugs** campaign currently targets healthcare providers practicing in outpatient settings (primary care clinics, community health centers, and urgent care clinics). If your outpatient facility is interested in participating in the campaign, e-mail Shannon.calus@hektoen.org for more information.

4. What activities are included in the campaign?

Campaign activities include submitting a commitment form, completing a baseline and follow up survey, participating in educational webinars, and using a customized public commitment poster in patient examination rooms. A commitment poster consists of a public pledge to prescribe antibiotics judiciously, a provider photograph, and the provider's signature. Use of personalized public commitment posters tested in a randomized control trial resulted in a 19.7% decrease in inappropriate antibiotic prescribing for URIs in participating outpatient primary care clinics.²

5. What is the time commitment for the campaign?

The activities will require minimal amounts of time:

- Campaign commitment form (<5 minutes) – completed by each individual provider.
- Baseline & Follow-up survey (10-15 minutes each) - completed by each individual provider.
- Display personalized poster in the exam room (varies) – Hektoen will need photos of participating providers and their signatures. Hektoen will customize the posters and will need to coordinate with a contact person on the logistics.

¹ <https://www.cdc.gov/antibiotic-use/antibiotic-resistance.html>

² Meeker et al. (2014). Nudging guideline-concordant antibiotic prescribing: A randomized clinical trial. JAMA Internal Medicine, 3, 425-431.

6. When does the campaign begin?

Individual provider sign-up is set to begin the first week of October. Upon completion of the commitment form and the baseline survey, Hektoen will work with individual facilities to customize their commitment poster with provider pictures and signatures. You can expect to receive customized posters starting in January.

7. Is there a cost for the Precious Drugs & Scary Bugs Campaign?

To the extent possible, Hektoen will shoulder the cost of printing posters for facilities. However, if there is increased interest in the campaign, this will be reassessed.

Please address any additional questions to Shannon Calus:

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